Info sent to Tony For Foldtrip with OVE & Dirk on MNL

51847 8320

New York Metro Region "Moonlight Notes"

- **Currently the Region has Moonlight distribution** in approximately 3,418 stores (averaging 3 brand families). The region target of 5,000 will be reached by the end of 4th quarter 1996.

- **Manhattan** is the only division with dedicated Moonlight Sales People. The other NYM divisions are working Moonlight into their normal retail call coverage (takes minimal time / does not effect their normal call accountabilities).

- **Extremely strong initial sales** on Planet in New Jersey, with Bee's and then Icebox ranked in order. It appears that Planet is pulling from Parliament / which outsells Winston in this sales region.

- **Primary Brands being worked**:

* Manhattan:	Complete Line
* New Jersey:	Planet, IceBox,Bees (Metro pulled)
* Long Island:	Bees, IceBox, Planet
* Harlem/Bronx:	IceBox, Bee's
* Brooklyn:	Bees, Jumbo, Icebox, Planet
* Staten Island:	Bees, Planet, Icebox (Metro pulled)

Source: https://www.industrydocuments.ucsf.edu/docs/kkgy0000

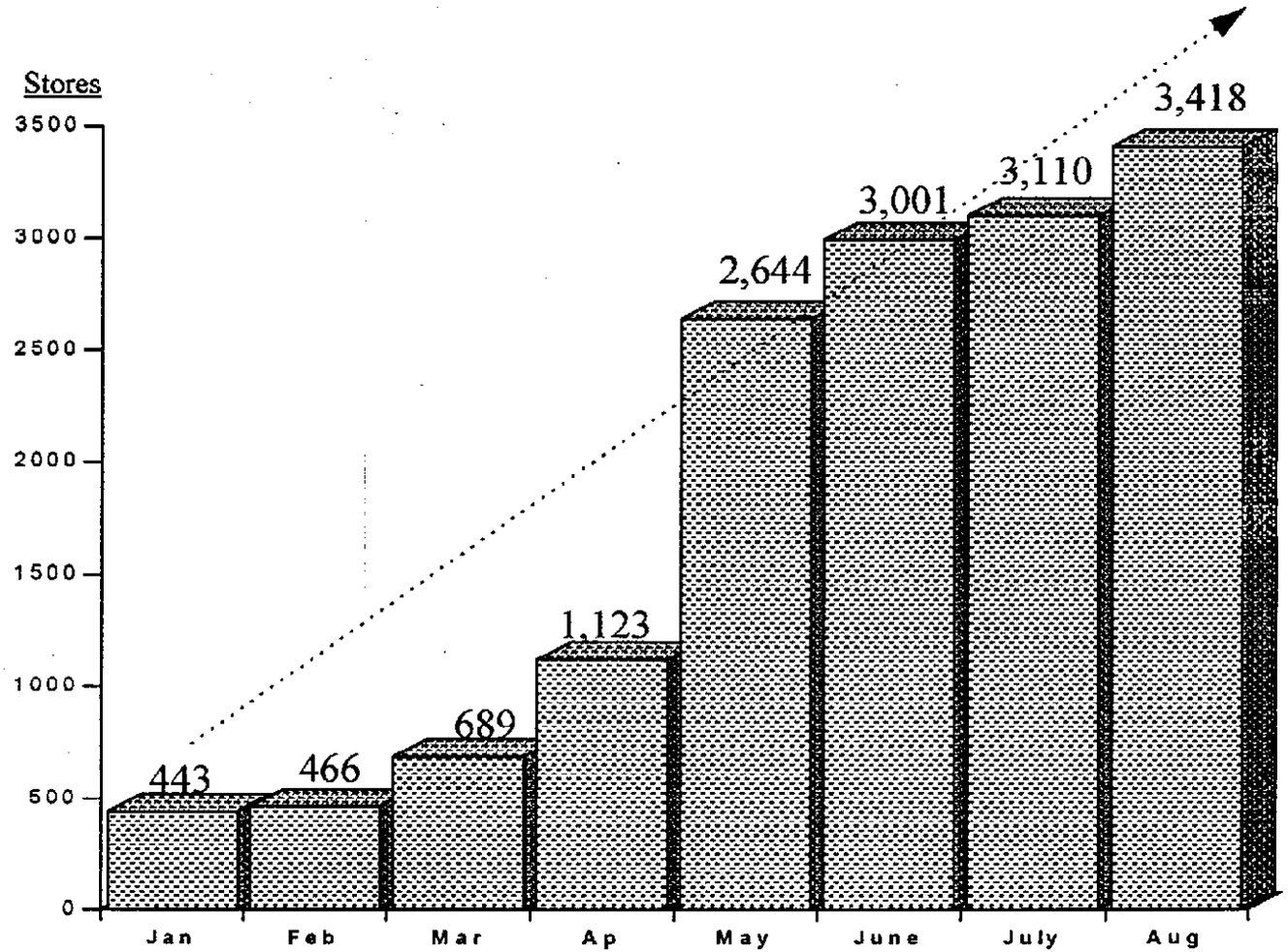
- **The strongest distribution is on Bee's**, followed by IceBox and Planet. This is driven by the consumer. These appear to be the three brands in the NY Marketplace that consumers are looking and asking for. This is driving the distribution outside of NYC .... especially in New Jersey and Long Island (where most of the Manhattan employees live).

- **Expansion for the remainder of 1996**: We will concentrate on the areas of Yonkers, Queens and gaining more of the high volume stores in Brooklyn. We are currently working a program for Planet in New Jersey, due primarily to the response of customers in C-stores and Liquor stores ..... plus for once we may have a brand that we can target against the huge number of Parliament smokers in this area.

- **Merchandising the Moonlight Brands at retail**: We've quickly found out that the Moonlight brands must be displayed directly in front of the consumers ..... or they will never see or try the brand. Our #1 priority is the Moonlight temporary display. However, in our extremely small stores, if a great location can't be secured, we have placed Moonlight on our permanent Full Price displays. Quite honestly these great shots have worked well in terms of consumer awareness and trial. With the recent "Special Initiative" display guidelines letter, we are attempting to re-position a free standing display in these situations, if we can get a prime location.

Source: https://www.industrydocuments.ucsf.edu/docs/kkgy0000

Retail Stores that Carry
Moonlight Brands

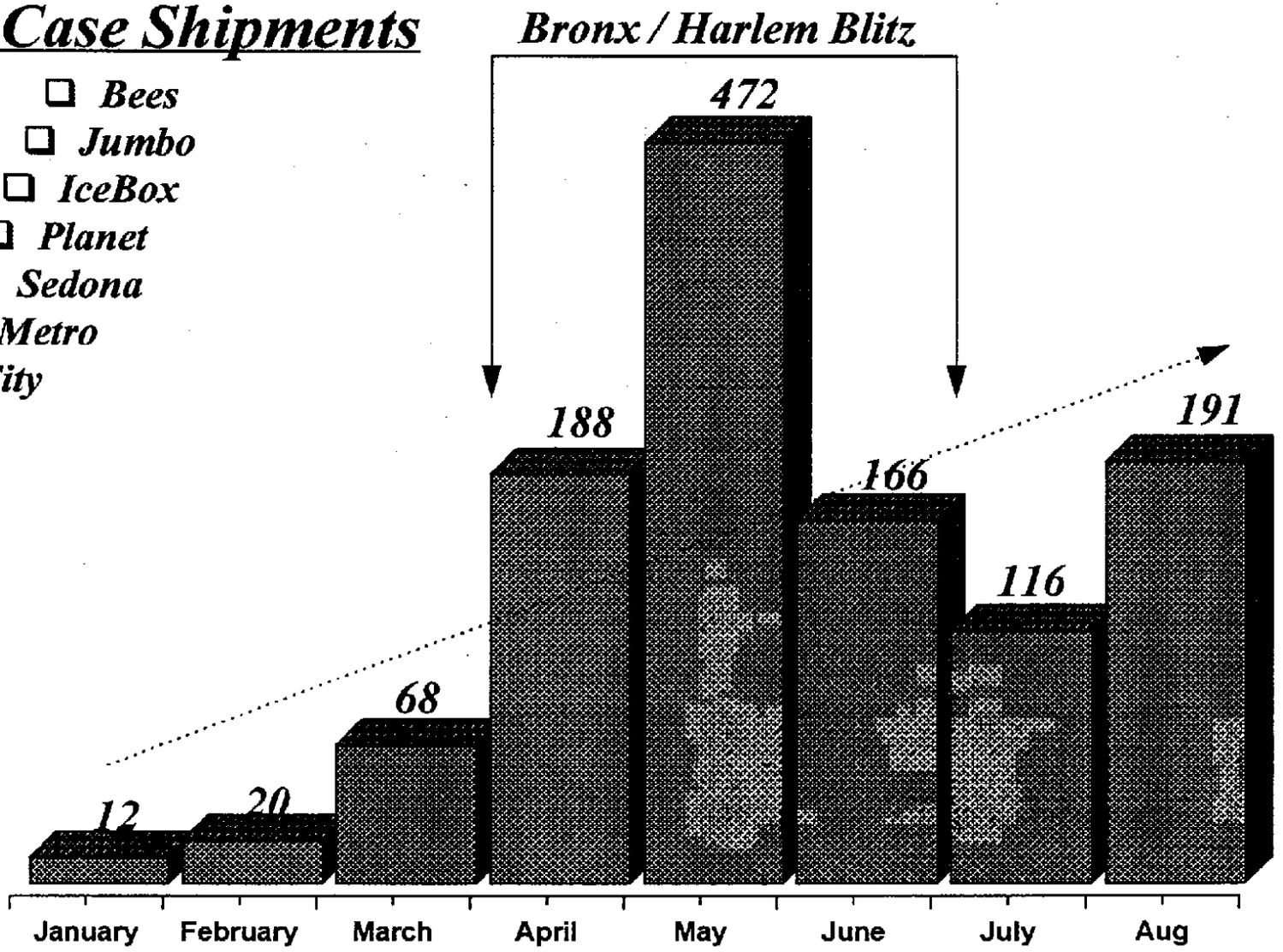


New York Metro Region

Source: https://www.industrydocuments.ucsf.edu/docs/kkgy0000

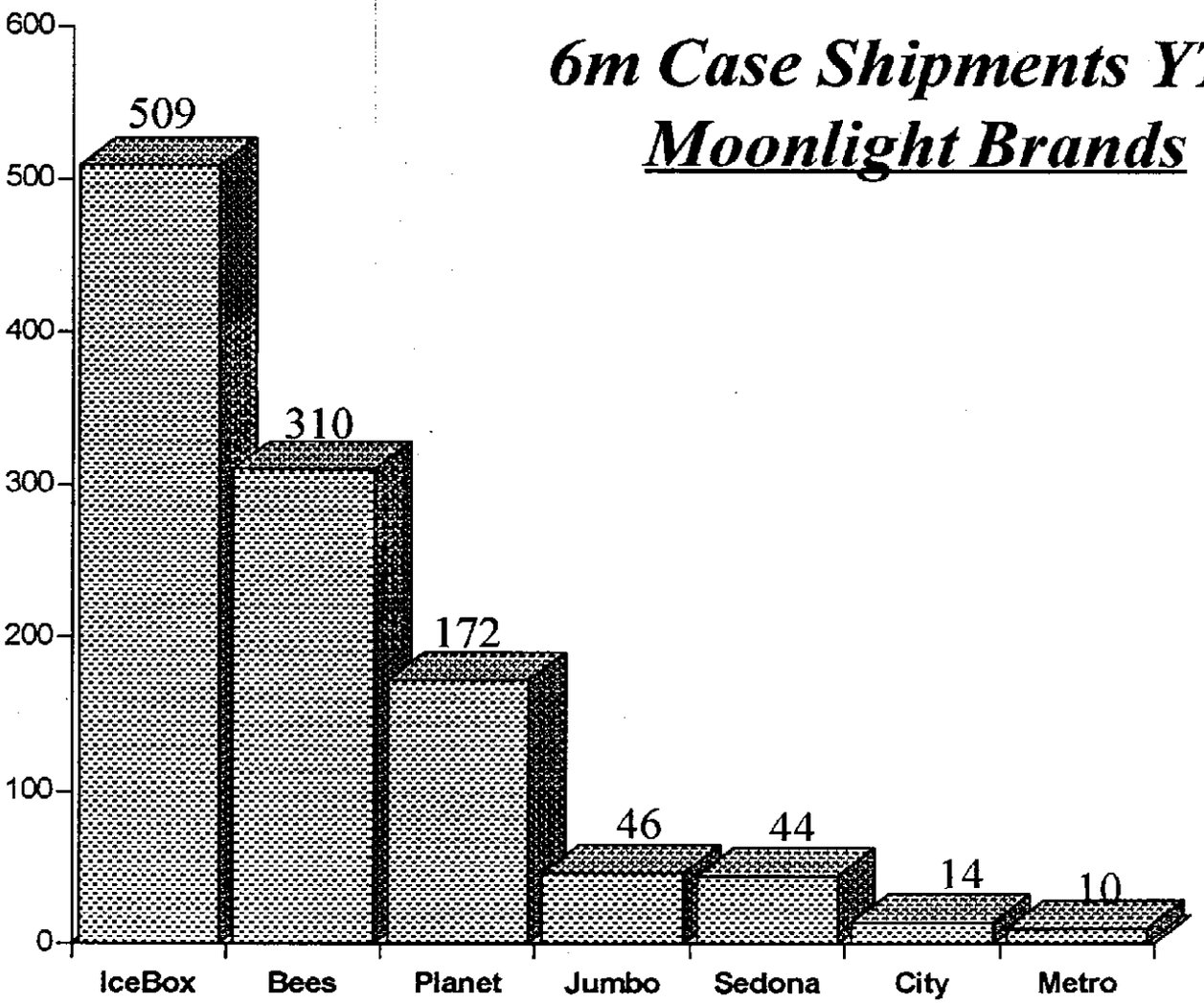
Moonlight
6m Case Shipments

- Bees
- Jumbo
- IceBox
- Planet
- Sedona
- Metro
- City



Source: https://www.industrydocuments.ucsf.edu/docs/kkgy0000

6m Case Shipments YTD
Moonlight Brands



New York Metro Region

Source: https://www.industrydocuments.ucsf.edu/docs/kkgy0000

NYM Distributors that have Moonlight "In Stock Now"

"UPDATED on August 19, 1996"

51847 8325

(distributor)		Bees	IceBox	Planet	Metro	City	Jumbo	Sedona
Halsey/Myrtle	NJ	X		✓				
Empire Tobacco	NY	X	X	X	X			
Glikin Brothers	NJ	X	X	X				
Irvington Tobacco	NJ	X	X	X				
King Vending	NJ	X	X	X				
E. Kleiner	NJ	X	X	X				
Pine Lessor	NJ	X	X	X				
Trenk Dist.	NJ	X	X	X				
United Tobacco	NJ		X					
Stan-Lou Tobacco	NY		X					
City Line Tobacco	NY	X	X					
M. Pennisi	NY	X	X	X	X	X	X	X
H. Levinson	NY	X	X	X				
J. Stommel	NY	X	X	X	X	X	X	X
G. A. Andron	NY	X	X	X			X	X
Amsterdam Tobacco	NY	X	X	X	X	X	X	X
Mandel Tobacco	NY			X				
Boro Park Tobacco	NY		X	X				
B. Hall Tobacco	NY		X	X	X	X	X	
Globe	NY	X	X	X				
Sunrise	NY	X	X	X				
John Bricks Tob.	NJ	X	X	X				
C. A. Burke Tob.	NJ	X	X	X				
B. Eisler	NJ	X	X	X				
Eisler and Co.	NJ	X	X					
Fernandez Dist.	NJ	X	X	X				
C. S. D.	NJ	X	X	X				
Amy-Lynn Dist.	NY	X	X	X				
Monteverdi Dist.	NJ	X	X	X				
Patterson Tobacco	NJ	X	X	X				
M. Bernstein	NJ	X	X	X				
South Beach Nov.	NY	X	X	X				
Star Tobacco	NJ	X	X	X				
Thompson-Okum	NJ	X	X	X				
Andy's Tobacco	NJ	X	X	X				
Center Candy	NY	X	X					
Koger Dist / Bronx	NY	X	X					
T&R Tobacco	NY		X	X				
S/A Cigarettes	NY	X	X					
Queens Tobacco	NY		X	X				
Gutlove & S. Tob.	NY	X	X	X				
Tiger Dist.	NY	X						
Bonanza Too	NY							

Source: https://www.industrydocuments.ucsf.edu/docs/kkgy0000